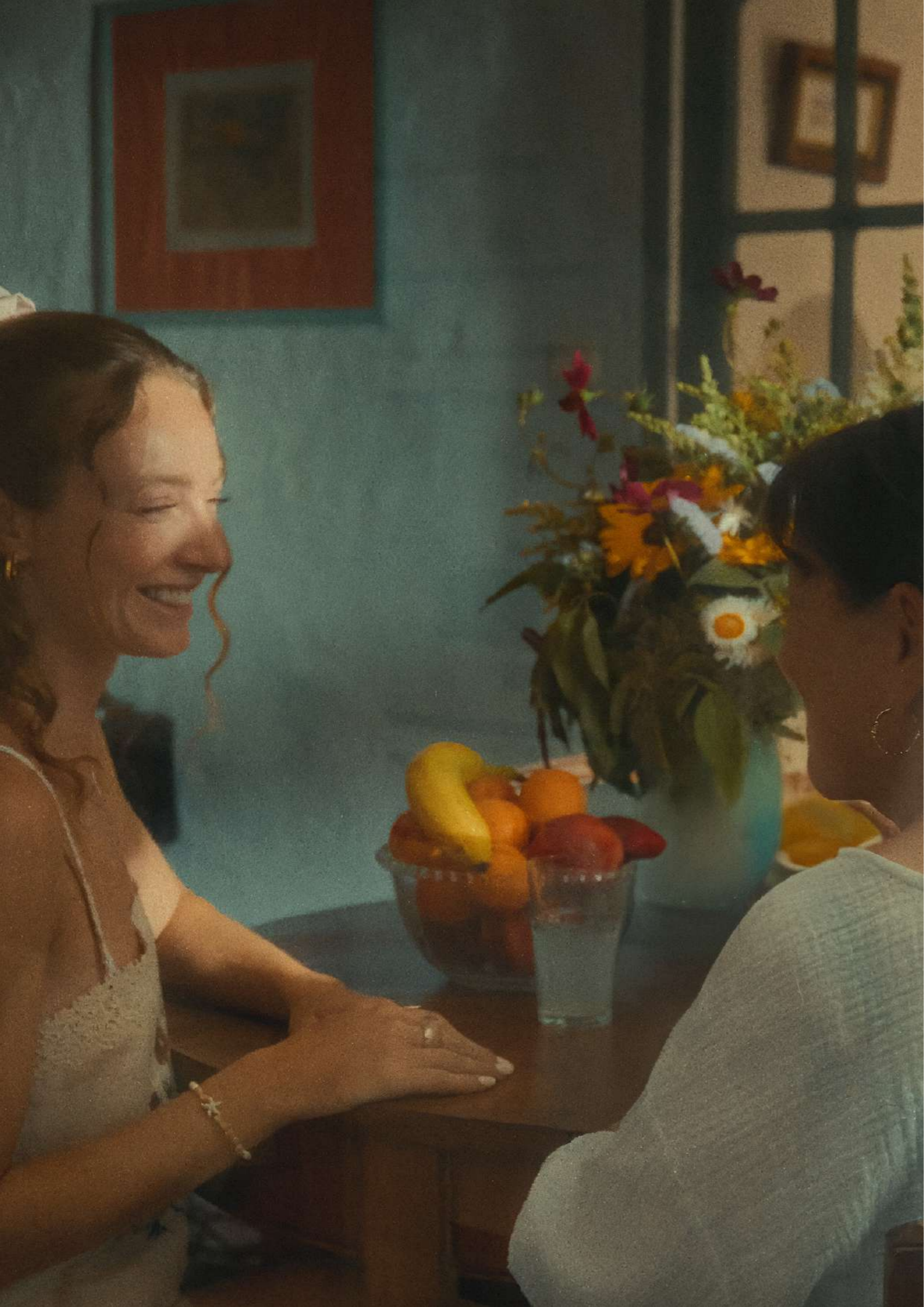


COLLECTION

# HOME FRAGRANCES



PANIER  
DES SENS  
EN PROVENCE



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# THE HOME FRAGRANCE MARKET

\*Diffusers, candles, room sprays, scented sachets...



**8,6%**  
global  
growth

Expected between 2023 and 2030  
*\*Source: KBV Research - report June 2023*

**75%**

*Of users are looking to create a personalised and reassuring atmosphere connected to the emotional realm.*

*\*Source: Survey carried out in December 2019 by PRS in Vivo*

## A wellness trend.

A need to escape and relax. Naturalness at the heart of consumer expectations. Consumers are prepared to invest more in irreproachable quality and naturalness.

**The Ambiance & Maison PANIER DES SENS collection brings together unique olfactory creations, high-quality natural ingredients and French manufacturing in essential, generous formats!**

## Qualitative analysis of home fragrance offers on the market.

**6** The average number of references per range of our competitors PANIER DES SENS offers essential ranges, shorter and structured around best-selling products.

**2** The number of price points that 90% of our competitors use: an entry-level price point and a top-of-the-range price point. PANIER DES SENS concentrates its offer on premium products with generous capacities that exceed the market average\*, also enabling it to differentiate its HOME and ESSENTIALS / ABSOLUTE offers.

# THE PROMISE OF THE COLLECTION

## ECO-DESIGN

- A 100% recyclable\* range
  - Scented sachets and envelopes 100% FSC
  - Reusable glass bottles
  - Recycled plastic bottles
- \*Excluding diffuser caps and scented sachets*

## CLEAN AND NATURAL FORMULAS

- 100% vegetable wax candles
- Alcohol-based perfumes 100% vegetable, derived from beet, wheat, and sugarcane
- Guaranteed free from artificial colorants and UV filters
- Mineral base of scented sachets 100% natural

## ARTISANAL CRAFT

- Handmade in France, in the heart of the Drôme Provençale, our scented sachets reflect a precious artisanal tradition, guaranteeing quality and refinement
- Our scented candles are the result of exceptional craftsmanship, formulated, made, and packaged by certified artisan candle makers

## VEGAN FRIENDLY

- Our formulas contain no animal-derived ingredients and exclude all animal testing
- Our scented candles are certified by the independent CERTIFIED VEGAN label

## FRAGRANCES FROM GRASSE

- All our fragrances are created by master perfumers in Grasse, the birthplace of haute perfumery

## REUSABLE

- The universal refill is specially designed to fill both diffusers and room sprays
- Products that can be reused endlessly
- Reusable glass bottle

## MADE IN PROVENCE

- All products in the collection are designed, made, and packaged in France, specifically in Provence, supporting local partners, reducing our ecological footprint, and promoting short supply chains!



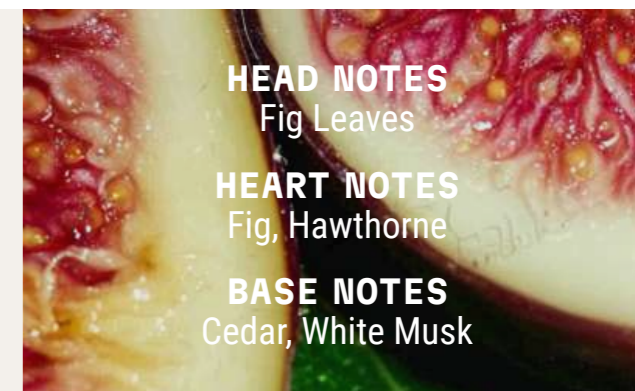
# FRAGRANCES CREATED IN GRASSE



## FIG TREE BY THE SEA

### FRUITY

Indulge in the intense scent of a sun-kissed fig. Its sweet, green and scrumptious notes will take you to the heart of a Mediterranean garden.



**HEAD NOTES**  
Fig Leaves

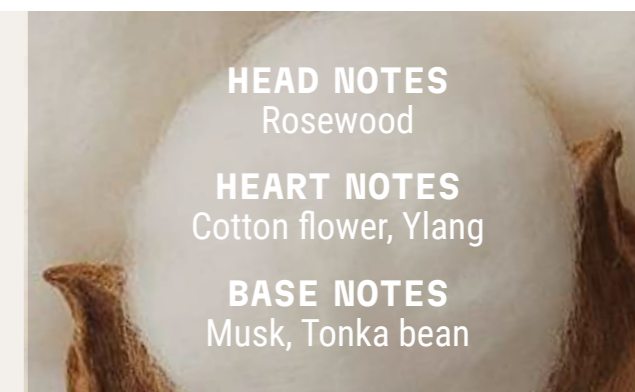
**HEART NOTES**  
Fig, Hawthorne

**BASE NOTES**  
Cedar, White Musk

## COTTON FLOWER

### MUSKY

Melt into this pure white fragrance. Its subtle powdery notes leave you floating on a soft and snug cloud.



**HEAD NOTES**  
Rosewood

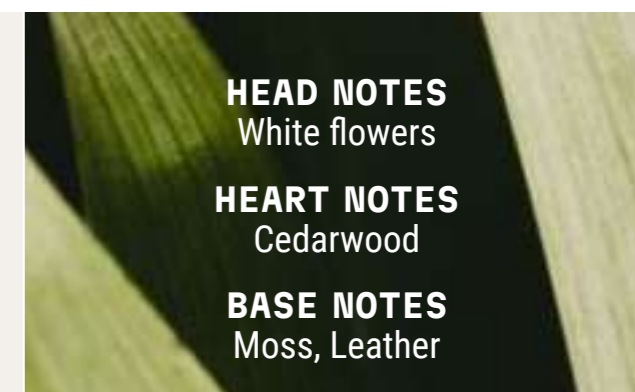
**HEART NOTES**  
Cotton flower, Ylang

**BASE NOTES**  
Musk, Tonka bean

## CEDAR FOREST

### WOODY

Get away from it all with this majestic fragrance brimming with personality. Its resin and leather notes lure you deep into a wild forest.



**HEAD NOTES**  
White flowers

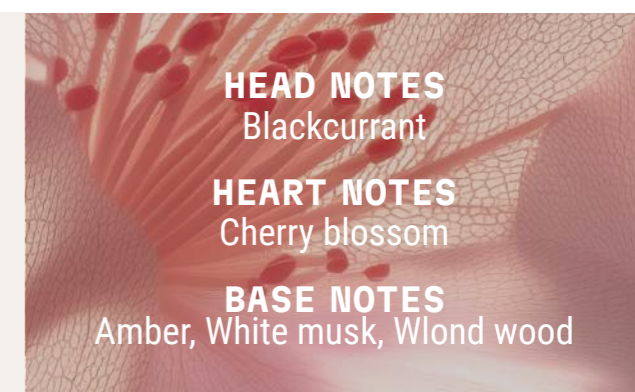
**HEART NOTES**  
Cedarwood

**BASE NOTES**  
Moss, Leather

## CHERRY BLOSSOM

### FLORAL

Dive into this delicate and musky floral fragrance. Its elegant and opulent notes whisk you away to a blossoming orchard.



**HEAD NOTES**  
Blackcurrant

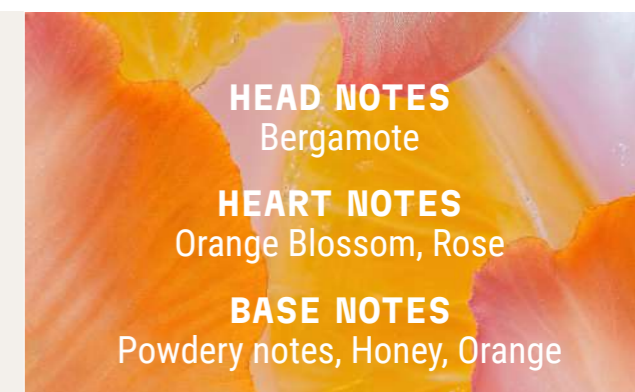
**HEART NOTES**  
Cherry blossom

**BASE NOTES**  
Amber, White musk, Wlond wood

## NÉROLI SUNRISE

### FLORAL

Let yourself be transported by the intense, sun-kissed scent of neroli. A subtle, regressive blend of fresh, comforting notes.



**HEAD NOTES**  
Bergamote

**HEART NOTES**  
Orange Blossom, Rose

**BASE NOTES**  
Powdery notes, Honey, Orange

# A NEW SUN-KISSED FRAGRANCE

To enrich our olfactory  
worlds inspired by Provence.



Widely represented on the market and a best-seller at PANIER DES SENS\*, the FLORAL family represents an opportunity to pay tribute to the olfactory richness of flowers from Provence.

*\*COTTON FLOWER best-seller in the collection and ORANGE BLOSSOM best scent in all product categories combined.*

## THE STORY BEHIND THE CREATION

Panier des Sens unveils its new AMBIANCE & MAISON fragrance with orange blossom, Nérolé Soleil. A sunny, luminous fragrance that instantly transports you to the orchards overlooking the Mediterranean. This fragrance captures the pure essence of sun-drenched orange blossom fields, where every note exudes the sweetness of the land of Provence. The citrus freshness opens brightly, enhanced by the lightness of white flowers and the delicacy of neroli, before melting into the enveloping warmth of cedarwood. An elegant and timeless olfactory signature, a real ray of sunshine in the heart of winter. Panier des Sens has created a poetic tribute to the beauty of the Mediterranean, for an authentic and unforgettable sensory experience.

## NEROLI, treasure of delicacy and comfort

TOP NOTES  
Bergamot

HEART NOTES  
Orange Blossom – Rose

BASE NOTES  
Honey – Orange – Musk

## GOOD TO KNOW

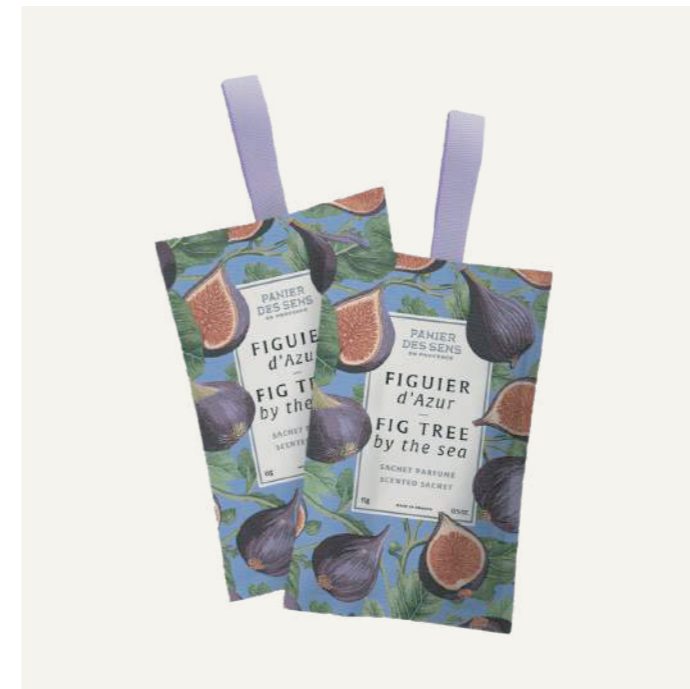
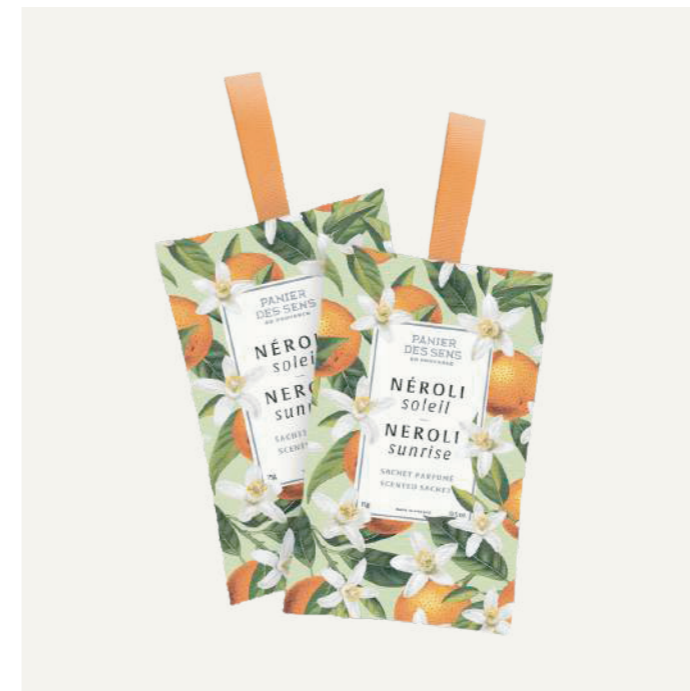
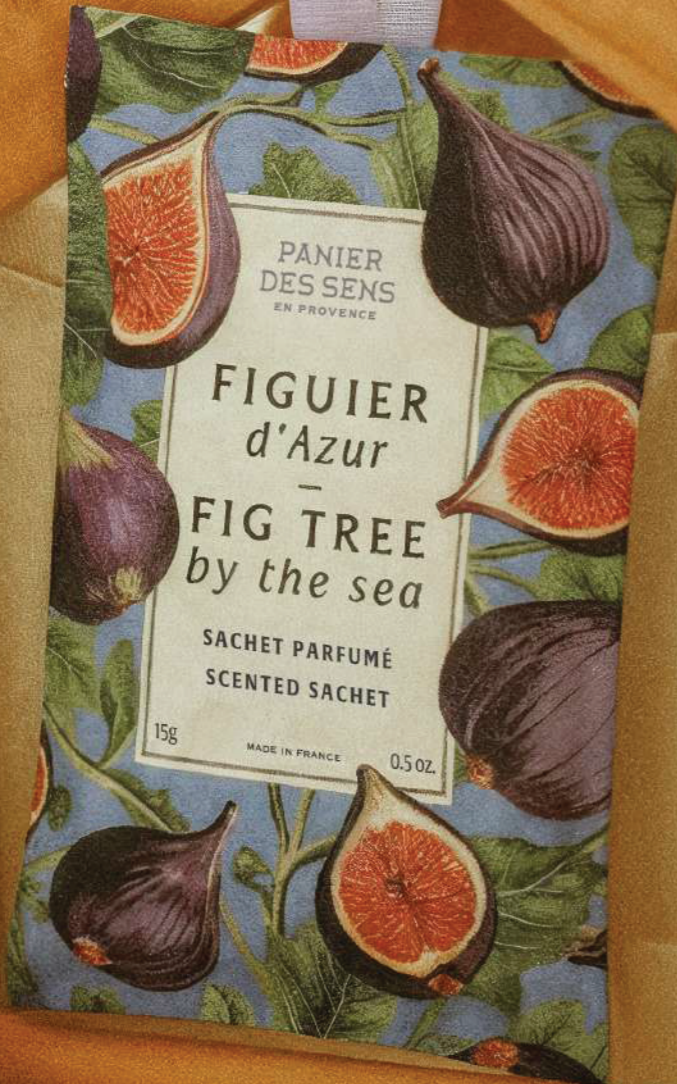
Neroli and orange blossom both come from the same tree: the sour orange. Neroli is an essential oil obtained by steam distillation of fresh flowers, while orange blossom absolute is extracted by maceration in a solvent. Neroli has a fresher, more floral fragrance, while orange blossom is softer and sweeter.

# SCENTED SACHETS

A new product type to enrich our home fragrance universe

15 g / 0.5 oz.

**NEW for 2026!**



## AT THE HEART OF THE FORMULA

- Made in France, in the Drôme Provençale
- Based on vermiculite, a natural and sustainable mineral
- Grasse perfume
- Vegan friendly
- 95% natural origin

## AT THE HEART OF THE PACK

- Generous size
- FSC-certified paper from sustainably managed forests
- Unique design, signature of the collection HOME FRAGRANCES

# SCENTED SACHETS



## The scented softness at the heart of the home.

This scented sachet contains a naturally sourced mineral, vermiculite, delicately perfumed. Placed in your wardrobes, drawers, or luggage, it releases a subtle fragrance day after day.

## A decorative scented sachet, perfect for fragrancing small spaces in the home.

A generous and original envelope with a luminous design. Dressed with a colorful ribbon, these sachets embody a joyful, elegant, and generous Provence.

## At the heart of traditional Provençal craftsmanship.

Handmade in France, in the heart of the Drôme Provençale, these products reflect a precious artisanal tradition, guaranteeing quality and refinement. Made with 95% naturally derived ingredients, vegan friendly, and FSC-certified paper for a gesture that is both elegant and responsible.



## HOW TO BEST USE YOUR SACHET?

### 01. Ideal placement

Remove the sachet from its plastic packaging, then place or hang it in the desired space: wardrobe, drawer, closet, luggage...

It will release its fragrance with subtlety and consistency.

### 02. Reviving the fragrance

To prolong and enhance the diffusion, gently shake the sachet from time to time.

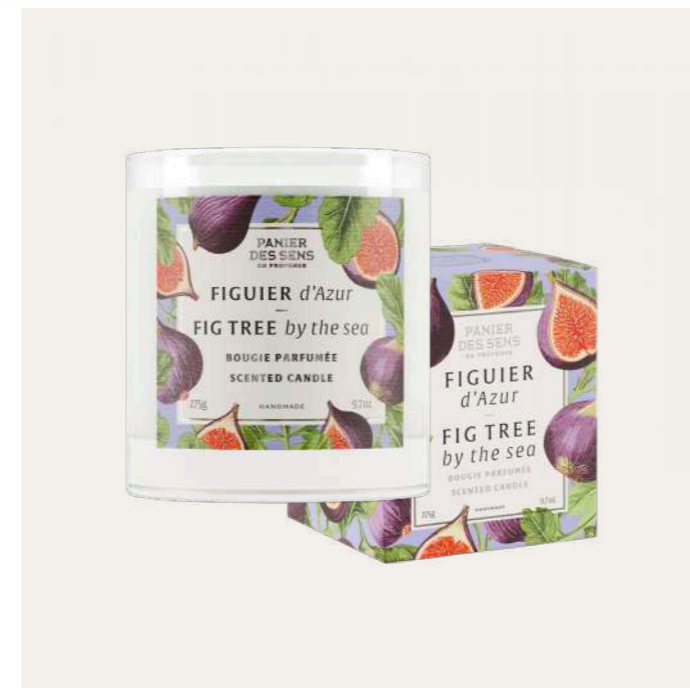
The mineral flakes reactivate and release the full richness of the fragrance once again.

### 03. Enjoy it in a different way

When the scent fades, the sachet remains a delicate companion: place it in your storage or on your accessories for a subtle and aesthetic touch every day.

# THE SCENTED Candles

275g / 9.7 oz.



## AT THE HEART OF THE FORMULA

- 100% vegetable wax
- Hand crafted by wax makers
- Burns 50 hours

## AU CŒUR DU PACK

- A generous format
- Recyclable and reusable glass jar
- 100% cotton wick
- Protective case in FSC certified paper\*

\*Sourced from sustainably managed forests

# THE SCENTED CANDLES

## Craftsmanship at the service of quality

Each candle in the collection is hand-crafted by a waxmaker with the Artisan d'Art label, guaranteeing a skill passed down from generation to generation.

The quality of our craftsmanship is evident at every stage of production, from the melting of the waxes to the pouring into our elegant containers, designed to bring a warm, aesthetic touch to your home.

## Local, short – Distance sourcing, a guarantee of quality and sustainability

Our candles are the fruit of a genuine commitment to local craftsmanship: lovingly crafted in Provence, we work closely with our local artisans, guaranteeing exceptional raw materials while reducing the ecological footprint of each creation.



## HOW TO USE YOUR CANDLE PROPERLY?

### 01. For a proper combustion

Place the candle on a flat and heat-resistant surface. When using for the first time, let the candle burn for at least 3 to 4 hours until the entire surface of the wax has become liquid.

This will prevent the wax from forming a well around the wick. Never let the burning wick come into contact with the edge of the candle.

### 02. A properly maintained wick

Make sure the wick is straight and centred when extinguishing the candle for an even consumption of the wax during future uses. Never blow out the wick to extinguish the candle: dip the wick in the hot wax using a holder and then straighten it.

Before each use, make sure to cut the wick by 5 mm to promote optimal burning.

### 03. When it's time to say goodbye

When there are only 5 mm of wax left or when the wick's metal support shows, your candle is finished.

You may then recycle it or find different uses for it.

# LES THE REED DIFFUSERS

245mL / 8.3 fl.oz.



## AT THE HEART OF THE FORMULA

- Made in France
- Made from 90% natural ingredients
- 6 months of diffusion
- Formulated with vegetable alcohol sourced from beet.

## AT THE HEART OF THE PACK

- A generous format
- Glass bottle
- Refillable and recyclable
- Set of 8 natural rattan reeds: adjustable diffusion depending on the number of reeds used
- Protective case and wedge in FSC certified paper\*

\* Sourced from sustainably managed forests

# THE ROOM SPRAYS

100mL / 3.3 fl.oz.



## AT THE HEART OF THE FORMULA

- Made in France
- Made from 90% natural ingredients
- Formulated with vegetable alcohol sourced from beet.

## AT THE HEART OF THE PACK

- Refillable and recyclable glass bottle

# THE UNIVERSAL REFILLS

250mL / 8.4 fl.oz.



## AT THE HEART OF THE FORMULA

- Made in France
- Made from 90% natural ingredients
- Formulated with vegetable alcohol sourced from beet.

## AT THE HEART OF THE PACK

- Refills both diffusers and room sprays
- Recycled and recyclable bottle

## SET OF 8 NATURAL RATTAN REEDS

- Adjustable diffusion according to the number of reeds used

Sold separately

# SET FIG TREE BY THE SEA



## AT THE HEART OF THE FORMULA

### Reed Diffuser

- Made in France
- Made from 90% natural ingredients
- Formulated with vegetable alcohol sourced from beet
- 6 months of diffusion

### Scented Candle

- 100% vegetable wax
- Made in France
- Unique quality wax blends
- Hand crafted by wax makers
- Burns 30 hours

## AT THE HEART OF THE PACK

### Reed Diffuser

- A generous format
- Refillable and recyclable glass bottle
- Set of 8 natural rattan reeds: adjustable diffusion depending on the number of reeds used

### Scented Candle

- Discovery format
- Recyclable and reusable glass jar
- Natural wick in reinforced cotton

- Protective case and wedge in FSC certified paper\*

\* Sourced from sustainably managed forests

# ECO - DESIGNED PRODUCTS

Giving your products a second life



## Scented Candle

### Plant decoration

Use your jar as a single-flower vase or as a planter by placing some gravel before planting your succulents or aromatic plants.

### Storage jar

The possibilities are endless. You can use your jar for all kinds of storage: jewelry, push pins, pins, pencils, makeup brushes, or cotton pads. Your items will be beautifully displayed and easier to access.

## Reed Diffuser

### Table decoration

Use your bottle as a real decorative object. It can serve as a single-flower vase and also as a candle holder if you add a small candle.



# PRODUCT SUMMARY

	PRODUCT	REF. CODE	EAN	CONTENTS	GR	PPC
NEW	Scented Sachet Neroli sunrise	AMB41052	3701447304887	15g	12	
NEW	Scented Sachet Cedar forest	AMB41047	3701447304894	15g	12	
NEW	Scented Sachet Fig tree by the sea	AMB41023	3701447304870	15g	12	
NEW	Scented Sachet Cotton flower	AMB41028	3701447304856	15g	12	
NEW	Scented Sachet Cherry blossom	AMB41035	3701447304863	15g	12	
	Scented Candle Neroli sunrise	AMB30052	3701447304047	275g	6	
	Scented Candle Cedar forest	AMB30047	3701447301541	275g	6	
	Scented Candle Fig tree by the sea	AMB30023	3701447302876	275g	6	
	Scented Candle Cotton flower	AMB30028	3701447301565	275g	6	
	Scented Candle Cherry blossom	AMB30035	3701447301558	275g	6	
	Reed Diffuser Neroli sunrise	AMB40052	3701447304016	240ml	6	
	Reed Diffuser Cedar forest	AMB40047	3701447301602	240ml	6	
	Reed Diffuser Fig tree by the sea	AMB40023	3701447302852	240ml	6	
	Reed Diffuser Cotone cipriato	AMB40028	3701447301626	240ml	6	
	Reed Diffuser Cherry blossom	AMB40035	3701447301619	240ml	6	
	Room Spray Neroli sunrise	AMB12052	3701447304030	100ml	6	
	Room Spray Cedar forest	AMB12047	3701447301633	100ml	6	
	Room Spray Fig tree by the sea	AMB12023	3701447302845	100ml	6	
	Room Spray Cotton flower	AMB12028	3701447301657	100ml	6	
	Room Spray Cherry blossom	AMB12035	3701447301640	100ml	6	
	Diffuser & Room Spray Refill Recharge Neroli sunrise	AMB50052	3701447304023	250ml	6	
	Diffuser & Room Spray Refill Recharge Cedar forest	AMB50047	3701447301572	250ml	6	
	Diffuser & Room Spray Refill Recharge Fig tree by the sea	AMB50023	3701447302869	250ml	6	
	Diffuser & Room Spray Refill Recharge Cotton flower	AMB50028	3701447301596	250ml	6	
	Diffuser & Room Spray Refill Recharge Cherry blossom	AMB50035	3701447301589	250ml	6	
	Scented Duo Set - Reed Diffuser & Scented Candle Fig tree by the sea	AMB22623	3701447302951	240ml + 70g	4	
	8 Rattan Reeds 3mm*25cm	AMB42000	3701447301800	8 reeds	24	

# MERCHANDISING PLAN



**GREEN WALL DISPLAY UNIT PDS**  
TOP SHELF  
Maximum 3 fragrances



**DOUBLE-SIDED DISPLAY UNIT**  
TOP SHELF  
Maximum 3 fragrances

**IN-STORE LINEAR DISPLAY 2M**  
2 SHELVES



29CM

11,3CM

**COUNTER**  
**MIX & MATCH**  
**SACHET**





# COMMUNICATION PLAN

**PRESS** Press Kit  
Press Day  
Press Launch

**INFLUENCERS** Affiliations  
Partnerships

**SOCIAL MEDIA** Instagram, Facebook, Pinterest  
LinkedIn – Preview and consumer testing

**NEWSLETTERS** Range presentation  
Promotion

**BLOG** Panier des Sens  
Behind the scenes of the range

**VIDEO** Social media & website

**CONTEST** Blog, website, store  
& social media

**PROMOTION** Commercial activation  
plan, GWP

**TARGETED SAMPLING** Commercial activation  
plan, GWP

# ANSWERING QUESTIONS

## GENERAL

### Why was the AUTHENTIQUES home fragrance collection discontinued?

In a logic of continuous improvement, Panier des Sens focused on offering a true Home collection composed of specific interior products that are increasingly natural, effective, and sensory. We therefore decided to distinguish the Ambiance & Home collection from the Authentiques collection. Within the Authentiques collection, you will still find all shea solid soaps for gentle cleansing of face and body. And a true Ambiance & Home collection of 17 new products (candles, diffusers, home fragrances, and universal refills) eco-designed with refillable, reusable, and recyclable packaging.

### Why develop a 5th fragrance?

Panier des Sens chose to expand the range depth by offering a complete collection of interior fragrances in all formats: candles, home fragrances, diffusers, and universal refills. This collection highlights 5 major olfactory families: gourmand, floral, fruity, and woody, exclusively developed by our master perfumers in Grasse and to be chosen according to your preferences and moods.

## SCENTED CANDLES 275g

### Is the wax used in your candles 100% natural?

Yes, our wax is 100% natural and vegetable-based. It is composed of a blend of 100% vegetable soy wax and a wax stabilizer, also derived from soy and therefore natural in origin. We excluded the use of mineral waxes (including paraffin, non-renewable).

### What is the burning time of the scented candles?

The burning time of vegetable candles is estimated at 50 hours. 100% vegetable wax burns faster than mineral wax, which is why their burning time is slightly less than our 180g mineral wax candles (55 hours).

### Does the glass container of the candle get hot?

As with all burning candles, the glass container will become hot after a few hours of use. However, there is no risk for the surface or furniture. We still recommend waiting for the candle to cool before moving it and keeping it out of reach of children and pets.

### Can the wax melt under store lighting?

As with all our candles, the wax is designed not to melt at room temperature. Above 30°C (86°F), the wax may start to soften and shine. We advise not placing candles directly under spotlights and to store them flat, keeping the temperature below 30°C.

### Are your candles compliant with market safety standards?

Our candles have been tested and certified compliant with fire safety and thermal shock resistance standards. They comply with NF 15493:2007 and ASTM F2179.

### What is the difference between a vegetable wax candle and a classic candle?

Vegetable wax candles, unlike paraffin-based candles, burn cleaner, without toxic smoke, and are biodegradable. At Panier des Sens, the Néroli Soleil candle is made from soy and sunflower wax, for a natural and eco-friendly interior fragrance.

## FRAGRANCE DIFFUSERS

### How long does the diffusion last?

The diffusion time is at least 6 months. Duration depends on temperature and the number of rattan sticks used.

### How long can the diffuser stay in a room?

As long as you like, though we recommend ventilating the room daily when possible.

### When should the rattan sticks be replaced?

The rattan sticks are designed to last the product's lifetime. They may change color over time, which does not indicate wear or reduce diffusion. To refresh the scent, you can also flip the sticks after a few weeks.

### Should all sticks be placed in the diffuser?

Once placed, the sticks absorb the fragrance and release it continuously. The intensity can be adjusted: use fewer sticks for a subtler scent or flip them for a stronger scent.

### Why are the formulas not colored?

To offer more natural products respectful of consumers and the environment, Panier des Sens formulated this collection using vegetable alcohol derived from beetroot and excluded artificial colors and UV filters.

## SCENTED SACHETS

### Why use a scented sachet with a natural base?

For 25 years, Panier des Sens has integrated environmental considerations into product design. All Ambiance & Home sachets have a 100% natural base, chosen for its texture and diffusion qualities.

### How long does a sachet fragrance last?

Average duration is 4–6 weeks, depending on placement: in a closed wardrobe or drawer, the scent lasts longer; in open or ventilated areas (entryway, car, bathroom), diffusion is faster but more ephemeral.

### How to prolong the fragrance?

Avoid direct sunlight or heat. Place the sachet in a dry, temperate area. Shake lightly if the scent fades to reactivate the fragrance oils.

### Does the scent remain constant throughout its life?

No, it is more intense in the first weeks, then becomes softer and subtler over time.

## HOME FRAGRANCES

### How and how often should the fragrance be used?

Spray in the air to diffuse through the room. One or two sprays are enough; repeat for a stronger scent.

### Where can I use it?

Portable format, usable in all rooms and on any surfaces you wish to scent.

### How to refill the fragrance?

Unscrew the pump, use your refill, and carefully pour using a funnel.

## REFILLS FOR DIFFUSERS & HOME FRAGRANCES

### Can a diffuser or fragrance be refilled with a different scent?

Technically yes, but not recommended: glass may retain the previous scent, mixing with the new fragrance.

### Can rattan sticks be placed directly in the refill bottle?

Technically yes, but the refill bottle is very light and may tip over under the sticks' weight.

## SCENTED GIFT SET

### Why offer only one scented gift set?

To launch the new Figuier d'Azur scent, Panier des Sens created a set featuring the signature diffuser and candle, perfect to give or enjoy. New references will follow to match personal tastes and moods.

### Is the 70g Fig tree by the sea candle made of 100% vegetable wax like the 275g candles?

For large 275g candles, we prioritized hand-made production with a master artisan for exceptional craftsmanship, using a 100% vegetable wax blend for perfect fragrance release. For the limited edition gift set, we used a mix of mineral and vegetable wax to support local French craftsmanship and minimize carbon footprint.



# FURTHER INFORMATION

## Behind the scenes of Grasse perfume Design...

Perfume design is an art... This art is performed by blending noble, artificial or natural raw materials, through the combination of creativity and chemistry. There are several thousands of raw materials, and this is why Master perfumers create an infinity of fragrances to innovate and to surprise every nose. There are several key steps to creating fragrant compositions.

It all starts with the extraction of the plant raw material. This extraction serves to transform a material into an essence. Perfumers will then use these essences to create and transpose an idea, a memory or the evocation of a fragrance.

## The Manufacturing Steps.

The perfume concentrate, the perfumer's complex and secret blend is then stored into vats to undergo a maturing phase whose duration depends on the expected final result (1 to 2 weeks)..

The step from maturation to maceration is the alcoholization process of the perfume concentrate. This is when the nuance between perfume, eau de parfum, eau de toilette and eau de Cologne develops, depending on their concentration. This key step consists in letting the raw plant material steep in alcohol so that the latter may be impregnated with the essence's fragrance. During these 15 days to 3 weeks, the fragrance stabilises and develops its full potential.

After the maceration phase comes the icing phase. Icing is a process that occurs between 0°C and 4°C. At that temperature, some of the raw materials recrystallise or aggregate, thus forming a precipitate. Filtering the cold alcohol solution is the last step of perfume creation, and it serves to eliminate insoluble particles. The perfume is then ready to awaken all olfactory senses...



PANIER  
DES SENS  
EN PROVENCE

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[www.panierdessens.com](http://www.panierdessens.com)

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